A GREAT CAMPAIGN FOR A GREAT PICTURE!

Pounding Home the Selling Power of Book, Stars and Story in Every Ad!

Blast the Town To Attention With This 7-Column Smash On the Eve of Opening!

Enemies TO THE DEATH—

yet loving each other more than life!

Kay FRANCIS *Leslie* HOWARD

Two hearts breaking against a crashing world

Snatching kisses in the twilight of a tottering tyranny . . . . . .

Stealing love in the darkness before red dawn!

AGAIN WARNER BROS. STAB THE HEART OF THE WORLD WITH A DRAMA GREATER THAN "I AM A FUGITIVE"

Two of the greatest stars in pictures united for the first time to make a picture worthy of the world-shaking book that inspired it—"a picture of quality, fulfilling every requirement for high class entertainment and a smash hit"
—Variety Daily

"Takes its place among the powerful dramas of this screen era . . . Charged with realism and emotional appeal!"
—Motion Picture Daily

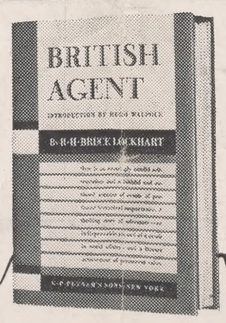
"BRITISH AGENT"

We are rushing this great picture to the

THEATRE-TOM'W

by special arrangement with Warner Bros., because of its sensationally timely theme!

A First National Picture



Inspired by the book that set a match to the powder-keg of Europe.

1274 Lines Mat No. 31—70c

HE DEFIED THE ARMIES OF AN EMPIRE - and was conquered by a woman's kiss!
Again Warner Bros. stab the heart of the world with this "smash hit"... Inspired by the almost incredible adventures of the famed Lone Wolf of international intrigue. And of the beautiful woman whose duty it was to take his life—while her heart demanded his lips—his love!
WITH THE MOST EXCITING STAR COMBINATION IN YEARS
KAY FRANCIS
LESLIE HOWARD
"BRITISH AGENT"
A First National Picture with cast of Thousands
BRITISH AGENT
B-B-B-BRUCE LOCKHART
Inspired by
...The Book They Were Afraid To Burn
THEATRE & POLICY

920 Lines Mat No. 29—40c

The Sheer BIGNESS Of This Show Demands SPACE!

Hit Hard With These Three Sensational Display Ads To Match the Grosses Rolled Up in Record-Breaking Test Campaigns!

KAY FRANCIS LESLIE HOWARD
They said it was–
"TOO INTIMATE TO BE PRINTED!"
"TOO DARING TO BE FILMED!"
Yet here it is—on the screen—stabbing the heart of the world with this woman's tear-drenched romance with a man it was her duty to kill! . . . A love soaring triumphantly out of a seething cauldron of international intrigue!
INSPIRED BY THE BEST-SELLER THAT SET A MATCH TO THE POWDER-KEG OF EUROPE!
A First National Picture With Cast of Thousands
THEATRE
TOGETHER ON THE SCREEN FOR THE FIRST TIME
BRITISH AGENT

798 Lines Mat No. 33—60c

CATCHLINES FROM THE ADS

Inspired by the Book That Set a Match to the Powder-Keg of Europe!

* * *

Two Hearts Breaking Against a Crashing World—Stealing Love in the Darkness Before Red Dawn!

* * *

So Important That Warner Bros. Teamed Two of the Screen's Greatest Stars in Its Leading Roles!

* * *

A Dozen Times a Day This Man Faced Death—Yet the Bravest Thing He Ever Did Was Write the Book That Inspired This Picture.

* * *

She Was Given Her Choice—Glory As His Betrayer, or Death With His Lips On Hers.

* * *

Her Duty Demanded She Take a Man's Life While Her Heart Demanded His Lips, His Love!

* * *

He Defied the Armies of an Empire—And Was Conquered by a Woman's Kiss.

* * *

Enemies to the Death—Yet Loving Each Other More Than Life!

* * *

"Too Intimate To Be Printed!" Too daring To Be Filmed!"—*Yet Here It Is!*

* * *

"Takes Its Place Among the Powerful Dramas of This Screen Era!"—*M. P. Daily*

* * *

"A Smash Hit"—*Variety Daily*

* * *

The Book That Made the World Tremble Inspired This Great Warner Bros. Picture.

THEATRE

HER DUTY WAS TO KILL THE MAN SHE LOVED

—his was to destroy the cause she held most dear! Not since "I Am A Fugitive" stabbed the heart of the world has such an amazing human document been brought to the screen!

"Takes its place among the powerful dramas of this screen era!"
—Motion Picture Daily

K A Y
FRANCIS
LESLIE
HOWARD

Teamed for the first time in this Warner Bros. hit, suggested by the best-seller that set a match to the powder-keg of Europe!

"British Agent"

A First National Picture

450 Lines Mat No. 23—30c

Delete copy

THEATRE

★★A PICTURE SO IMPORTANT WARNER BROS. TEAMED TWO OF THE SCREEN'S GREATEST STARS—

KAY
FRANCIS
LESLIE
HOWARD
IN
"BRITISH AGENT"

Inspired by the Best-Seller That Turned Europe Into a Volcano!

110 Lines Mat No. 21—20c

EVERY AGATE LI
SALES APPEAL
SCALED IN SIZE
OPENING TO

THEATRE

★ Warner Bros. had to team two of the screen's greatest stars to bring you this romance of a man and a woman who loved each other more than life—yet were enemies to the death!

KAY
FRANCIS
LESLIE
HOWARD

"BRITISH AGENT"

Thousands in the Cast!

200 Lines Mat No. 20—20c

NE PACKED WITH
IN THESE 7 ADS
S TO SUIT FROM
O FINAL DAY

THEATRE
She Was Given Her Choice . . .
GLORY
as his betrayer! Or
DEATH
with his lips on hers!
In all the ages no woman ever faced a greater crisis!... In all your lifetime no picture will ever give you a greater thrill!
"Takes its place among the powerful dramas of this screen era!"—Motion Picture Daily
KAY FRANCIS · LESLIE HOWARD
And Cast of Thousands in First National's
"British Agent"
Inspired by the Best-Seller That Set a Match to the Powder-Keg of Europe!

396 Lines Mat No. 25—30c

THEATRE
They said it was—
"TOO INTIMATE TO BE PRINTED!"
"TOO DARING TO BE FILMED!"
. . . Yet here it is!
HER COUNTRY DEMANDED SHE TAKE A MAN'S LIFE — WHEN HER HEART DEMANDED HIS LIPS . . . HIS LOVE!
KAY FRANCIS
LESLIE HOWARD
In the First National Picture Inspired by
"BRITISH AGENT"
THE BOOK THAT MADE THE WORLD TREMBLE!

254 Lines Mat No. 36—20c

144 Lines Mat No. 35—20c

115 Lines Mat No. 16—10c

"WARNER TRAILERS ARE CONSISTENTLY THE BEST ON THE MARKET!"

—Robert Wile, Granada Theatre, Pearl River, N. Y.

This is how the latest reads:

In keeping with our policy of presenting the finest of motion pictures—
The management of this theatre proudly announces the engagement of
"British Agent" inspired by R. H. Bruce Lockhart's novel.

Glamorous Kay Francis, the most admired star on the screen.
Leslie Howard who wins new glory with every role.
Teamed for the first time
in "BRITISH AGENT".

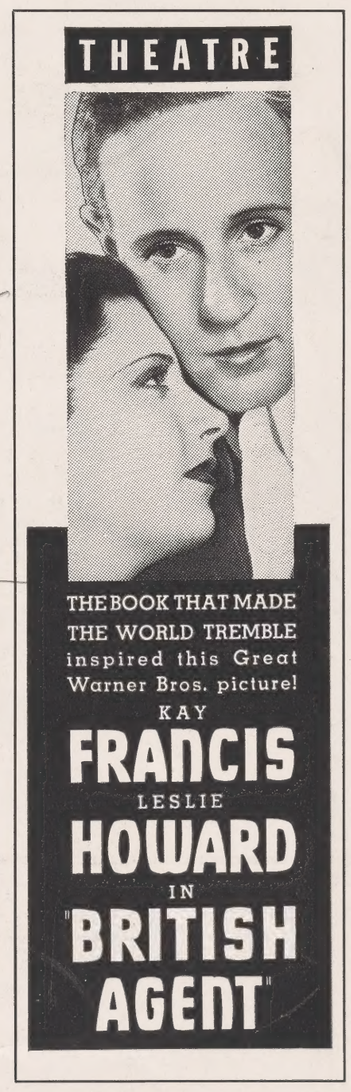
A story that reveals every love—
Every secret—
Of the world's most beautiful spy!

Her love was a 'One Way Passage' to ruin
Told against a background of world-rocking events.

The triumphant roles in the careers of
Kay Francis
and Leslie Howard

"BRITISH AGENT" inspired by R. H. Bruce Lockhart's novel.
A truly important First National and Vitaphone Picture.

170 Lines Mat No. 24—20c



94 Lines Mat No. 17—10c

HER COUNTRY DEMANDED she take a man's *Life* while her heart demanded his lips . . . his love!

Kay FRANCIS *Leslie* HOWARD

Thrill to the depths of your being at this woman's tear-drenched romance with a man it was her duty to kill!... A love soaring on wings of ecstasy above a continent locked in death's embrace!

Warner Bros. had to team two of the screen's greatest stars to bring you, in all its shocking reality, the most amazing human document since "I Am A Fugitive"!

"Takes its place among the powerful dramas of this screen era . . . charged with realism and emotional appeal" —*Motion Picture Daily*

"BRITISH AGENT"

A First National Picture with William Gargan in Cast of Thousands!

Inspired by the Book that set a match to the powder-keg of Europe

THEATRE

625 Lines Mat No. 32—50c

KAY **FRANCIS** LESLIE **HOWARD**

TOGETHER ON THE SCREEN FOR THE FIRST TIME

THE BOOK THAT SET A MATCH TO THE POWDER-KEG OF EUROPE
Now Inspires "One of the Powerful Dramas of This Screen Era!" —Motion Picture Daily

Her duty was to kill the man she loved—his was to destroy the cause she held most dear! Not since "I Am A Fugitive" stabbed the heart of the world have Warner Bros. brought such an amazing human document to the screen!

A First National Picture with Cast of Thousands!

THEATRE

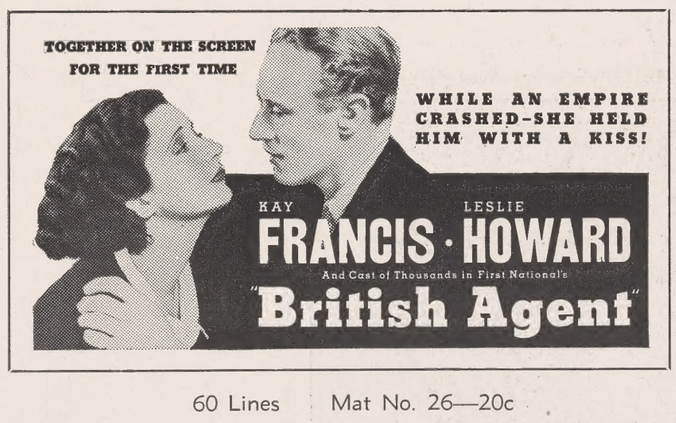
"BRITISH AGENT"

348 Lines Mat No. 34—40c

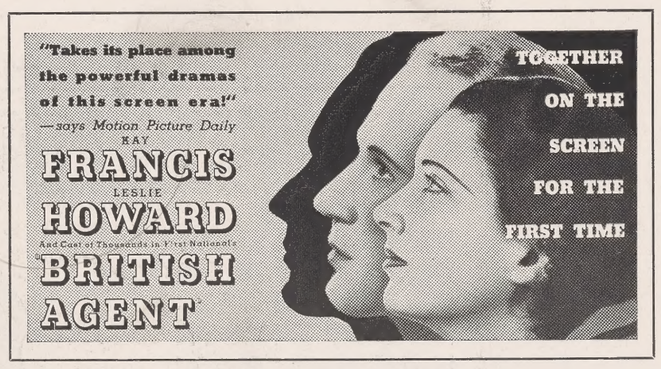
advertising

THEATRE
HE DEFIED THE ARMIES OF AN EMPIRE... AND WAS CONQUERED BY A WOMAN'S KISS!
The most amazing human document of the century inspired this sensational "smash hit" (Variety)
KAY
LESLIE
FRANCIS·HOWARD
And Cast of Thousands in First National's
"BRITISH AGENT"
Inspired by the Best-Seller That Set a Match to the Powder-Keg of Europe!

243 Lines Mat No. 27—30c


TOGETHER ON THE SCREEN FOR THE FIRST TIME
WHILE AN EMPIRE CRASHED–SHE HELD HIM WITH A KISS!
KAY
LESLIE
FRANCIS · HOWARD
And Cast of Thousands in First National's
"British Agent"

60 Lines Mat No. 26—20c


"Takes its place among the powerful dramas of this screen era!"
—says Motion Picture Daily
KAY
FRANCIS
LESLIE
HOWARD
And Cast of Thousands in First National's
BRITISH AGENT
TOGETHER ON THE SCREEN FOR THE FIRST TIME

56 Lines Mat No. 28—20c

14 Lines Mat No. 30—10c

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